

Docket Nos. 42310 & 42311
Georgia Power Company's 2019 IRP and 2019 DSM Application
STF-PIA Data Request Set Number 2

STF-PIA-2-5

Question:

Please refer to Main Document 7-43: Please provide evidence of Georgia Power's experience that has "shown that industrial customers generally adopt DSM and energy efficiency measures on their own..." and that a utility program would not help to overcome the barriers to energy efficiency that have led to significant missed opportunities that have been identified in the Company's potential study.

Response:

The Company has received direct feedback from industrial groups as part of the DSM Working Group ("DSMWG") that industrial customers are not in favor of Company-sponsored DSM programs. In the 2016 IRP proceedings, industrial customer representatives acknowledged that industrial customers are not in favor of industrial DSM programs and are well-positioned to implement energy efficiency on their own. *See Georgia Power's Application for the Certification, Decertification and Amended Demand Side Management Plan*, Docket No. 40162, Tr. 464.

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